

Code No:11006

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-I Semester Supplementary Examinations July 2010

BUSINESS COMMUNICATION AND SOFT SKILLS

Time: 3hours

Max.Marks:60

Answer any Five questions
All questions carry equal Marks

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1. Explain the significance of grammar in making communication meaningful.
2. Describe the process of writing business messages.
3. What is public speaking? What are the barriers of effective speaking and suggest strategies to overcome the barriers?
4. 'A substantial portion of our communication is non-verbal' – Explain.
5. (a) Explain why communicating across cultures is important to business.
(b) Define culture and explain its effects on cross-cultural communication.
6. Describe how technology helps in the construction of business messages.
7. Write a report to Globareena Software Developers, on the feasibility of establishing a computer training institute in Assam.
8. **A. Choose the substitute of the underlined phrase/ idiom.**
 1. I am just a small fry in the office.
(a) small creature (b) peon (c) person of little importance (d) humorous
 2. Flesh and blood can bear it no longer.
(a) warning (b) human nature (c) in life (d) at the top speed
 3. The leader must have the lion's share of the booty.
(a) the worthy part (b) the stronger part (c) the smaller part (d) the larger part
 4. To be fair and square pays in the long run.
(a) successful (b) worthy (c) deceitful (d) honest
 5. We kept our fingers crossed till the final results were declared.
(a) waited expectantly (b) kept praying (c) kept hopeful (d) felt scared
 6. There is no need to rake up an old quarrel.
(a) revive (b) start (c) end (d) forget

Cont....2

B. Write one word substitutes for the following.

- 1) Fear of the closed space
- 2) Study of structure of words
- 3) One who carves in stones
- 4) One who does not drink wine
- 5) Rule by the old people
- 6) Study of the origin of words

C. Fill in the blanks with suitable form of the verb given in brackets.

1. The train _____ (leave) the platform an hour ago.
2. They _____ (write) an assignment at present.
3. Ravi usually _____ (read) till midnight.
4. They _____ (repair) the old bridge now.
5. He met with an accident while he _____ (cross) the road.
6. Harish _____ (finish) the work before we reached the garage.

D. Complete each sentence by choosing the correct homophone.

1. Would you like a _____ (role/roll) and butter with your soup?
2. The airline's symbol was painted on the aircraft's _____ (tail/tale)
3. The pilot avoided a collision by changing _____ (course/coarse) just in time.
4. I had too much to drink at Sarah's party, and I felt terrible the _____ (morning/mourning) after.
5. I slammed on the _____ (break/brake) but it was too late.
6. Don't walk around outside in your _____ (bear/bare) feet.
